ABSTRACT OF THE DISCLOSURE

A method and a system for broadcast advertising to a mobile communication device are disclosed. The mobile communication device receives a broadcast advertisement from an advertisement broadcasting system or source, preferably through a wireless communication

5   channel, and selects that advertisement based on stored user profile or acceptance data, thereby providing broadcast advertising that is filtered by the communication device. If the communication device selects the advertisement, the advertisement may be displayed or stored.

GTW DKT 1957   19